

BAMA | THE INSOLES

In 1914, with an initial outlay of 750 reichsmarks for a sewing machine and a punch press, Curt Baumann laid the foundations for his Dresden-based business. His intention was to make inlays for shoes that would keep the feet warm, cushioned and protected. The brand name for his products – BAMA – quickly became synonymous with insoles. Nowadays, Bama International holds the number one position in Europe for this product sector and is a major player in the world market. Excellent teamwork between its administrative headquarters in the German town of Mosbach and its production sites and storage depots in Gorzow (Poland) is setting the standard for logistics, production and distribution. Bama insoles are of high quality and involve complex production processes. Among the company's most successful products are moss, air and latex insoles, as well as gel insoles, a new line in high-performance, high-tech materials that have been developed to perfectly adapt to the foot and the shoe. Formerly a family-run business, Bama perfected the combination of tradition with new technologies and innovation, and is now part of Sara Lee International and has broadened its core product range to encompass shoe care, shoelaces and shoe trees. The Bama corporate design is clearly visible on every product sold, thus reinforcing the image of comfortable shoes and feet as both relevant and contemporary. And every product presentation offers a new opportunity to reiterate the company's success story and validate its claim: "Passion – the unifying and defining quality of Bama."

